10/29/85

PHILIP MORRIS

PLAN-O-GRAM SYSTEM

UNIVERSAL 180

Rack set on basis of Payments and Sales

SHELF	LEFT	PRIMARY	RIGHT
1	RJR 7	RJR 16	RJR 7
2	RJR 7	RJR 16	RJR 7
3	PM 7	PM 16	PM 7
4	PM 7	PM 16	PM 7
5	PM 7	BW 16	PM 7
6	BW AB 4 3	AB LOR 9 7	LM PM 5 2

Volume Range : 1000 +

COMPANY	Total Rows Allocated	% Rows	% Inventory	Payments
Philip Morris	76	42.22	39.58	173
R. J. Reynolds	60	33.33	37.50	93
Brown & Williamson	20	11.11	10.42	52
American Brands	12	6.67	6.25	0
Lorillard	7	3.89	3.65	0
Liggett Group	5	2.78	2.60	0
TOTAL	180	100.00 %	100.00 %	$318

* Based on Market Shares in HOUSTON
150 Brands

2061558898

Source: https://www.industrydocuments.ucsf.edu/docs/yscy0004